
WOOD MANUFACTURING
Apply wood product marketing
strategies to a wood manufacturing
organisation

level:	6
credit:	10
planned review date:	September 2005
sub-field:	Wood Processing Technology
purpose:	People credited with this unit standard are able to: describe marketing principles that apply to the supply of manufactured wood products; evaluate the domestic and global wood product markets; develop a rationale for the selection of the wood product mix supplied by New Zealand Wood Product Manufacturers; analyse the strengths and weaknesses of the New Zealand Wood Product industry in terms of its ability to supply a selected product mix to a specified market; and recommend changes to a marketing plan to improve the profitability of a specified wood manufacturing organisation.
entry information:	Open.
accreditation option:	Evaluation of documentation and visit by NZQA and industry.
moderation option:	A centrally established and directed national moderation system has been set up by Forest Industries Training.
special notes:	<ol style="list-style-type: none">1 Definition <i>Wood manufacturing organisation</i> means any organisation involved in solid wood processing, wood product manufacturing, or plywood and laminated veneer lumber manufacture.2 Reference text <i>Wood Product Market</i> (Forest Industries Training: Rotorua, 2003) All performance criteria must be demonstrated and assessed in accordance with the reference text.

Elements and Performance Criteria

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element 1

Describe marketing principles that apply to the supply of manufactured wood products.

performance criteria

- 1.1 Description identifies and defines marketing concepts and terms in accordance with the reference text and illustrates these in a wood manufacturing context.
- 1.2 Description compares market segmentation and differentiation of products as practiced in the wood product market.
- 1.3 Description outlines the process for development of marketing plans and strategies in accordance with the reference text.
- 1.4 Description outlines links between the wood manufacturing organisations market and business plans.

element 2

Evaluate the domestic and global wood product markets.

performance criteria

- 2.1 Evaluation defines the wood product market in terms of geographic location, product categories, supply and demand, wood usage volumes, product prices, cost of production and production capacity.
- 2.2 Evaluation identifies the strengths and weakness of the New Zealand manufactured wood product position in relation to its competitors.
- 2.3 Evaluation identifies strengths and weaknesses of substitute products that compete with wood products.

Range: substitute products - concrete, steel, plastics.
- 2.4 Evaluation outlines trends in the domestic and global wood products markets.

element 3

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Develop a rationale for the selection of the wood product mix supplied by New Zealand Wood Product Manufacturers.

Range: wood product mix includes - sawn timber, veneer, plywood, continuously shaped wood, miscellaneous forestry products, wooden furniture and furniture parts.

performance criteria

- 3.1 Rationale defines the reasons for the selection of wood species and wood products.
- 3.2 Rationale outlines the reasons for the emergence of value added wood products.

Range: value added wood products - finger jointed, plywood, laminated.
- 3.3 Rationale identifies the external influences on the selection of the wood product mix.

element 4

Analyse the strengths and weaknesses of a wood manufacturing organisation in terms of its ability to supply a selected product mix to a specified market.

performance criteria

- 4.1 Analysis considers the availability of skilled, technical and managerial staff for a wood product organisation.
- 4.2 Analysis considers the volumes and species mix available for wood manufacturing.
- 4.3 Analysis considers the sources and availability of investment capital for developing wood processing capacity.

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4.4 Analysis considers the impact of trade restrictions on the wood manufacturing organisation's ability to supply products.

Range: trade restrictions may include but are not limited to - tariffs, phytosanitary regulations, quota systems, exchange rates, regional trade agreements.

element 5

Recommend changes to a marketing plan to improve the profitability of a specified wood manufacturing organisation.

performance criteria

- 5.1 Recommendations consider differentiation from competitors and substitutes for wood products.
- 5.2 Recommendations consider the attraction of new customers and the improved satisfaction of existing clients in the wood manufacturing organisation.
- 5.3 Recommendations consider risk factors and their implications for the wood manufacturing organisation performance.
- 5.4 Recommendations consider impacts of proposed changes in the market plan on the production of wood products.
- 5.5 Recommendations consider the cost benefits for the wood manufacturing organisation of the proposed changes to the marketing plan.

Comments on this unit standard

Please contact Competenz at info@competenz.org.nz if you wish to suggest changes to the content of this unit standard.

Please Note

Providers must be accredited by the Qualifications Authority or a delegated inter-institutional body before they can register credits from assessment against unit standards or deliver courses of study leading to that assessment.

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Industry Training Organisations must be accredited by the Qualifications Authority before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

Accreditation requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for providers wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

This unit standard is covered by AMAP 0173 which can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.